

**NOAA Reverse Industry Day**  
Tuesday, April 16, 2019  
*Building Stronger Partnerships with Industry*  
Silver Spring, MD  
Agenda

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| 8:15am – 9:00am   | <b>Registration and Check-In</b>   |
| 9:00am – 9:05am   | <b>Welcome and Overview of Event</b><br>Rafael Roman, Ombudsman, Acquisition and Grants, NOAA  |
| 9:05am – 9:20am   | <b>Opening Remarks</b><br>Jeff Thomas, Director, Acquisition and Grants, NOAA<br>Kelly Mabe, Deputy Director, Acquisition and Grants, NOAA   |
| 9:20am – 9:35am   | <b>Doing Business in the Federal Marketplace &amp; the Acquisition Lifecycle</b><br>PSC will discuss the multiple challenges that new and current companies face internally and externally and the considerations, risks, and investments that businesses of various sizes and in various markets must make to obtain business and stay in business with NOAA.<br><i>Bradley Saull, Vice President for Civilian Agencies, PSC</i>  |
| 9:35am – 10:45am  | <b>Strengthening Acquisition Planning Through Proactive Industry Engagement</b><br>Industry panelists will discuss the importance of the clarity, consistency, and availability of the acquisition strategy, statement of work, and evaluation criteria to determining industry bid decisions. This session will also discuss ways to engage with industry in conducting market research and how industry approaches Sources Sought & RFIs. Also, how does early communication play a role in determining if a vendor will bid on a NOAA opportunity?<br><i>Jingli Yang, Chief Executive Officer, Earth Resources Technology</i><br><i>Raul Pineiro, Business Development Director, Harris</i><br><i>Tom Bucher, Chief Executive Officer, Integrated Systems Solutions</i><br><i>Joe Linza, Founder &amp; President, Lynker Technologies</i><br><i>Moderator: Bradley Saull, Vice President for Civilian Agencies, PSC</i> |
| 10:45am – 10:50am | Break  |
| 10:50am – 12:00pm | <b>The Value of a Quality Debriefing</b><br>This session will provide insight into the importance and value of debriefings for both government and industry and detail the types of information that industry is seeking in a written or oral debriefing. Speakers will also discuss how agencies can provide effective communication throughout the acquisition lifecycle, including during the debriefing. The format is part role-play and part panel.<br><i>Jacqueline Genovesi, Chief Operating Officer, Gama-1 Technologies</i><br><i>Mike Palensky, Vice President for Federal Contracts, Maximus Federal</i><br><i>Michael O'Hara, Program Manager, Raytheon</i><br><i>Harinder Bawa, President, Think Tank</i><br><i>Narrator/Moderator: Bradley Saull, Vice President for Civilian Agencies, PSC</i>   |
| 12:00pm – 12:15pm | <b>Recap &amp; Closing Remarks</b><br>Kelly Mabe, Deputy Director, Acquisition and Grants, NOAA  |